

**K. COMMERCIAL SIGNS****Applicability**

This section of the Downtown Regulating Code establishes regulations and guidelines for permanent commercial signs (commercial signs intended for display for longer than 90 consecutive days) for the following types of development projects within Downtown Rocklin:

- Mixed-use buildings (Building Type 1 and Type 2)
- Cottage commercial buildings (Building Type 5)
- Commercial, office, or mixed-use buildings within a Planned Development

The regulations in this section of the Downtown Regulating Code do not apply to:

- Temporary signs (a sign intended for display for not longer than 90 cumulative days)
- Signs that are not visible from any public vehicular or pedestrian right-of-way
- Signs required by federal or state law that do not exceed the minimum number and dimensional requirements of the law
- Holiday decorations
- Real estate signs (For Sale, For Lease, For Rent signs), including portable real estate signs

Signs for vacant residential and non-residential properties and developed single-family and multi-family residential properties shall be regulated by Chapter 17.75 (Sign Regulations) of the Rocklin Zoning Ordinance. All temporary signs within Downtown Rocklin (including temporary signs for mixed-use and cottage commercial buildings and Planned Developments) shall be regulated by Chapter 17.75 of the Rocklin Zoning Ordinance.

**Permit Requirements and Procedures**

A permit shall be required for all permanent signs within Downtown Rocklin subject to the provisions of this Regulating Code. Prior to issuance of the permit, the plans for the sign shall be reviewed by the City Architect (contract) and the Community Development

Department. If the sign is designed in compliance with the design regulations in this section, the permit may be approved and issued over the counter without a public hearing.

To allow for creative signing solutions, the Planning Commission may issue a permit for a permanent sign that is not specifically permitted or prohibited by this Regulating Code. Certain types of signs that are not specifically allowed or permitted by this regulating code may be appropriate for certain uses within Downtown Rocklin. For example, a larger vertically oriented projecting sign with moving and flashing lights and extensive neon tubing may be appropriate for a movie theater, comedy club, or performing arts center. Electronic kiosks signs that show the stock market prices may be appropriate for banks or financial institutions. Therefore, the Planning Commission has the authority to issue a permit for other types of signs within Downtown Rocklin. However, the Planning Commission shall consider the comments and recommendations of the public, the Community Development Department, the City Architect (contract), and the Front Street Historic Committee (if the proposed sign is located within the Front Street Historic District or Roundhouse Square) prior to approval of the sign.

**Nonconforming Signs**

Existing nonconforming signs within Downtown Rocklin shall be permitted to remain until any of the following events occur:

- The property is redeveloped or developed in compliance with this Regulating Code
- The sign is relocated or replaced
- The structure, height, or size of the sign is altered in any way except toward compliance with this section of the Regulating Code. However, face changes and normal maintenance procedures are allowed
- The sign structure is damaged or destroyed by more than 50 percent of its value at the time of damage or destruction

General Design Regulations:

**DR.K-1:** In order to prevent sign clutter, signage shall only be allowed on mixed-use and cottage commercial facades that have entrances to the building.

**DR.K-2:** Signs shall not cover or obscure windows, doors, storefronts, building entrances, cornices, columns, horizontal expression lines, or other architectural elements or details.

**DR.K-3:** Signage on buildings with multiple tenants shall be limited to prevent sign clutter. Individual signs for tenants with ground floor storefront entrances are permitted. A directory sign with the names and suite numbers of all tenants without a ground floor storefront entrance may be provided at the lobby entrance for those tenants. However, individual signs for those tenants shall be prohibited.

**DR.K-4:** An address marker shall be provided at the main entrance to all buildings.

**DR.K-5:** The gross area of all signs that are mounted parallel to the façade (including storefront signs, awning or marquee signs, window signs, historic plaques, and directory signs) shall not exceed 10 percent of the total area of the façade.

Appropriate use of  
signage on facades:



Sign clutter is prohibited

Inappropriate use of  
signage on facades:



### Permitted Signs

**DR.K-6:** The following types of signs are allowed on mixed-use buildings (Building Types 1 and 2) and commercial or office buildings within a Planned Development:

- Awning or marquee signs
- Storefront signs
- Window signs
- Projecting signs
- Directory signs
- Historic plaques

The following types of signs are allowed within cottage commercial developments.

- Window signs
- Projecting signs
- Directory signs
- Historic plaques
- Monument signs

Design regulations for each of the above sign types are provided below:

**DR.K-7: Awning or Marquee Sign:** A horizontally oriented sign that is printed on an awning or mounted on a marquee. Awning or marquee signs are oriented towards pedestrians and vehicles. The following standards apply to awning and marquee signs:

- Signs are only allowed on the valance or front face of the awning
- Lettering for awning and marquee signs shall not exceed a height of eight inches
- The width of the awning or marquee sign shall be limited to 80 percent of the width of the awning or marquee
- The following techniques may be used to illuminate awning and marquee signs:
  - External lighting for awning signs
  - External lighting or backlighting behind individually mounted letters for marquee signs. Internally illuminated box signs are prohibited on marquees
  - The use of neon tubing is allowed on marquee signs, but it shall be limited to letters, symbols, and accent frames

Awning and Marquee Signs:



**DR.K-8: Storefront Sign:** A horizontally oriented sign that is mounted flat on the façade above the entrance to a ground floor storefront. These signs are oriented towards both pedestrians and vehicles. The following standards apply to storefront signs:

- The distance between the top and bottom of a storefront sign shall not exceed 36 inches
- Businesses may have one or multiple storefront signs. However, the cumulative width of all storefront signs on a façade shall not exceed 50 percent of the facades width
- Storefront signs shall be placed within an area that is above the ground floor storefront windows and below the window openings on the second floor
- The following techniques may be used to illuminate storefront signs:
  - External lighting
  - Backlighting behind individually mounted letters and symbols
  - Internally illuminated box signs that illuminate just the letters, logos, or symbols on the sign, but not the background of the sign. Internally illuminated box signs that illuminate the entire sign (letters, symbols, logos, and background) are prohibited
  - The use of neon tubing on storefront signs shall be limited to letters, symbols, and accent frames

Storefront Sign:



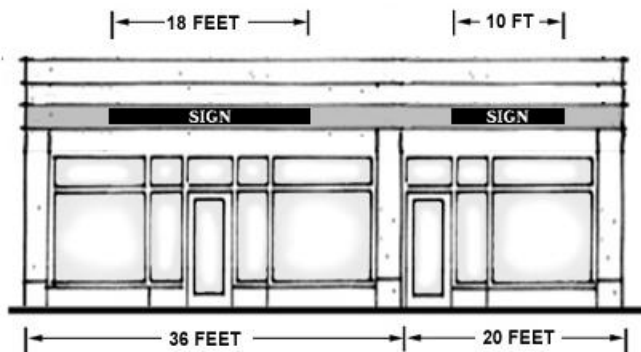
Externally illuminated sign (Allowed):



Backlighting behind individually mounted letters (Allowed):



Internal illumination of symbols and letters but not the sign background (Allowed):





**DR.K-9: Window Signs:** Temporary or permanent signs that are placed on or within 18 inches of a storefront window or entry door. These include posters for advertisements and sales, product merchandise posters or displays, and “open” and “closed” signs. Window signs are primarily oriented towards pedestrians. The following standards apply to window signs:

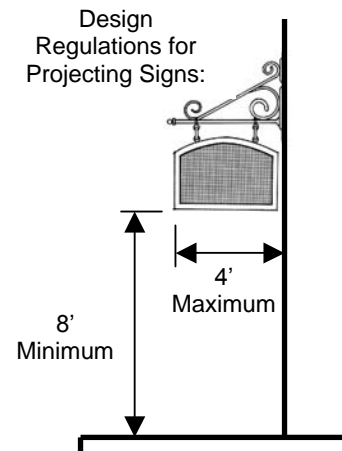
- Window signs (including all temporary and permanent signs) shall not occupy more than 25 percent of a single window surface on a window or door. A single window surface is defined as an area of glass that is separated by mullions or frames
- Permanent window signs shall be created with permanent, fade resistant paint, gold-leaf lettering, or glass etching
- Lighting from within the store shall be used to illuminate window signs. The use of neon signs in windows shall be limited to “open and closed” signs that are mounted within storefront windows
- Window signs are only allowed on the ground floor of buildings

Window Signs:



**DR.K-10: Projecting Signs:** A double-sided sign that projects perpendicular to the building facade and hangs from a mounted wall brace or from the ceiling of a balcony, arcade, or colonnade. Within a cottage commercial development, they may also hang from a pole located in the front of a building. Projecting signs are primarily oriented towards pedestrians. The following standards apply to projecting signs:

- The maximum area of a single projecting sign shall not exceed 10 square feet
- Projecting signs that are mounted to a pole or wall shall not extend more than 4 feet from the wall or pole
- Projecting signs that hang from the ceiling of a balcony, colonnade or arcade shall not exceed a width of four feet and shall be centered within the balcony, colonnade or arcade
- The lowest point of a projecting sign that hangs over a sidewalk, plaza, or pedestrian walkway shall be at least eight feet above the grade of the sidewalk, plaza, or pedestrian walkway
- The top of a projecting Signs shall be located below the windows on the second floor of the building
- Only one projecting sign shall be allowed per storefront entrance
- For buildings that are setback from the street, a projecting sign may be mounted to a pole that is located in the front yard of the property
- Projecting signs shall be externally illuminated. Neon tubing projecting signs are ok on mixed-use buildings. However, its use shall be limited to letters, symbols, and accent frames



## Directory Signs:

**DR.K-11: Directory Sign:** A small sign that is attached flat against the façade at eye level and is oriented towards pedestrians. Directory signs are either used for an individual business with a storefront, or for multiple tenants that do not have a storefront and are accessed through a shared entrance or lobby. The following standards apply to directory signs:

- Directory signs shall not exceed an area of six square feet
- Only one directory sign shall be provided per storefront or lobby entrance
- Directory signs shall be externally illuminated. Internally illuminated directory signs and the use of neon tubing are prohibited

**DR.K-12: Historic plaques:** Historic plaques are allowed on historically significant structures, new buildings constructed on a historically significant site, or on a separate free standing monument signs.

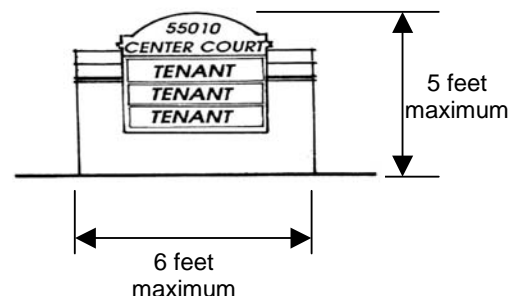
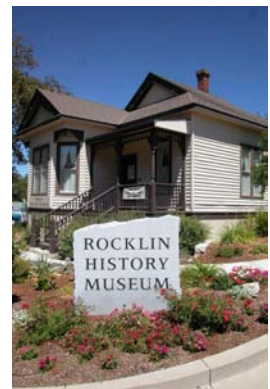
**DR.K-13: Monument signs:** A freestanding sign that is located within the front or side yard of a property near driveway and pedestrian entrances. Monument signs are oriented towards pedestrians and vehicles. The following standards apply to monument signs:

- If the monument sign serves multiple tenants, then the name of the building or the development and the major tenants within the building or development may be provided on the sign. No more than three tenant names shall be provided on a monument sign
- Monuments shall not exceed a height of five feet from the ground surface and a width of six feet
- Monuments signs shall have a character and style that is consistent with the building
- The area surrounding a monument sign shall be landscaped
- Monument signs shall be externally illuminated. Internally illuminated monument signs and the use of neon tubing are prohibited



Historic Plaques

## Monument Signs:



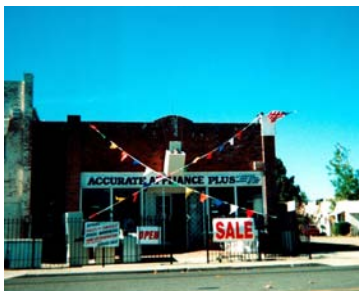


Prohibited signs:

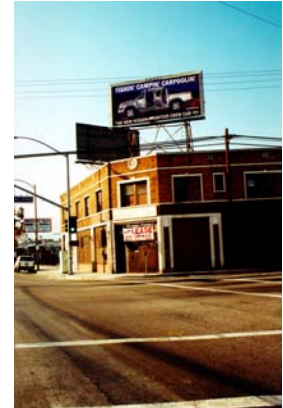
**DR.K-14:** The following types of permanent signs are prohibited on mixed-use and cottage commercial buildings and planned developments in Downtown Rocklin:

- Pole mounted or lollipop signs
- Billboards
- Inflatable or windblown signs
- Signs that produce smoke or sound
- Signs with animated or moving characters
- Signs with windblown features
- Changeable letter marquees (except for “now playing” signs for theaters or concert venues)
- Window signs that occupy more than 25 percent of the window’s area
- Permanent sidewalk signs
- Roof-mounted signs

Examples of prohibited signs:



Examples of prohibited signs:





Design Guidelines:

**DG.K-1:** Signs may be constructed of the following materials:

- Wood (carved or panelized)
- Wrought iron
- Brass
- Stainless steel
- Die-cast metal
- Monument signs may be constructed with a combination of granite rock, granite slab or tile, stone, brick, and wood
- Other materials of similar quality, durability, and character to those listed above and approved by the City Architect (contract)

**DG.K-2:** All materials should be weatherproof and treated so that they will not discolor, fade, crack, rust, or corrode.

**DG.K-3:** Simple and easy-to-read typefaces should be used on signs. Hard-to-read and overly intricate typefaces should be avoided.



Easy-to-read fonts should be used and hard to read fonts should be avoided.



**DG.K-4:** Signs that have symbols, characters, or graphics are encouraged. The symbol, character, or graphic should relate to the products sold in the business or to the name of the business.

**DG.K-5:** Signs that show depth and cast shadows are encouraged. Depth and shadows can be created by mounting individually cut letters and symbols on the sign base or carving letters and symbols into the base of the sign.

**DG.K-6:** In general, each storefront should be limited to two signs that are parallel to the front façade and one sign that is perpendicular to the facade.



Signs that symbolize what is sold in the store are encouraged

**DG.K-7:** Sign materials and colors should compliment the building façade. Basic and simple color applications are encouraged and vibrant and fluorescent colors should be avoided.

**DG.K-8:** The color of letters and symbols should contrast the base or background color of the sign to maximize readability.

**DG.K-9:** Sign lighting should be directed and shielded to illuminate the sign and not to spill over to other parts of the building or site.

## Design Regulations and Guidelines

**L. SERVICE AREAS**Design Regulations:

**DR.L-1:** Trash disposal areas and shipping and receiving areas shall be located within parking garages or to the rear of buildings. Trash disposal areas with appropriately designed enclosures or screens may be allowed within rear parking lots, but in no cases shall the disposal area be allowed along the parking lot street frontage.

**DR.L-2:** Trash disposal areas shall be screened from public views from all sidewalks, streets, plazas, and public spaces.

**DR.L-3:** Trash enclosures or garages shall be used to store outdoor garbage containers or dumpsters.

**DR.L-4:** Trash disposal areas shall be illuminated at night to increase safety and reduce opportunities for crime.

Design Guidelines:

**DG.L-1:** The design of trash enclosures should be architecturally compatible with the other buildings on the site and their design should use similar forms, materials, and color applications

**M. MECHANICAL AND ELECTRICAL EQUIPMENT**General Requirements:

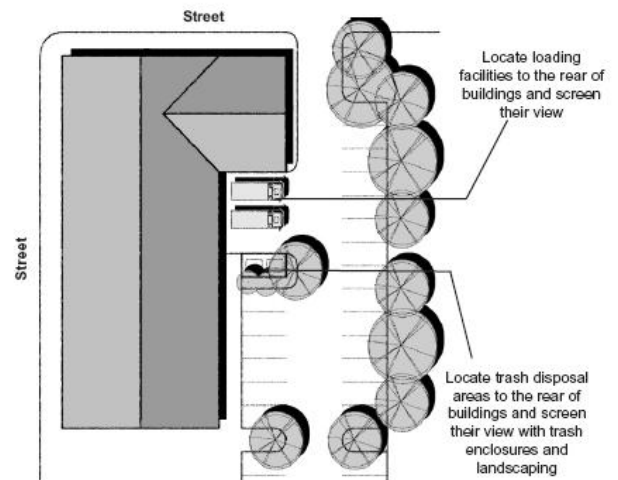
**DR.M-1:** The following shall be screened from public views from streets, pedestrian walkways, sidewalks, plazas, and public spaces:

- Electric and water utility meters
- Air conditioning compressors
- Irrigation and pool pumps
- Satellite dishes greater than 18" in diameter
- Antennas
- Clothes lines
- Swamp coolers
- Other mechanical equipment

Appropriate methods of screening include fencing, landscaping, and equipment enclosures. The design of screening devices shall be compatible with the main structure.



Trash disposal area shall be located to the rear of buildings and screened from public view by enclosures and landscaping



**N. LANDSCAPING****General Design Regulations:**

**DR.N-1:** The following areas shall be landscaped and regularly maintained to be free of weeds, overgrown vegetation, and litter:

- Front, side and rear setback zones that are visible from public streets, sidewalks, plazas, parks and other public spaces
- Common outdoor areas within a multi-family residential development or multi-tenant commercial/mixed-use development
- Private and public surface parking lots

**DR.N-2:** Landscaping treatments shall include a combination of trees, grasses, shrubs, and flowering plants.

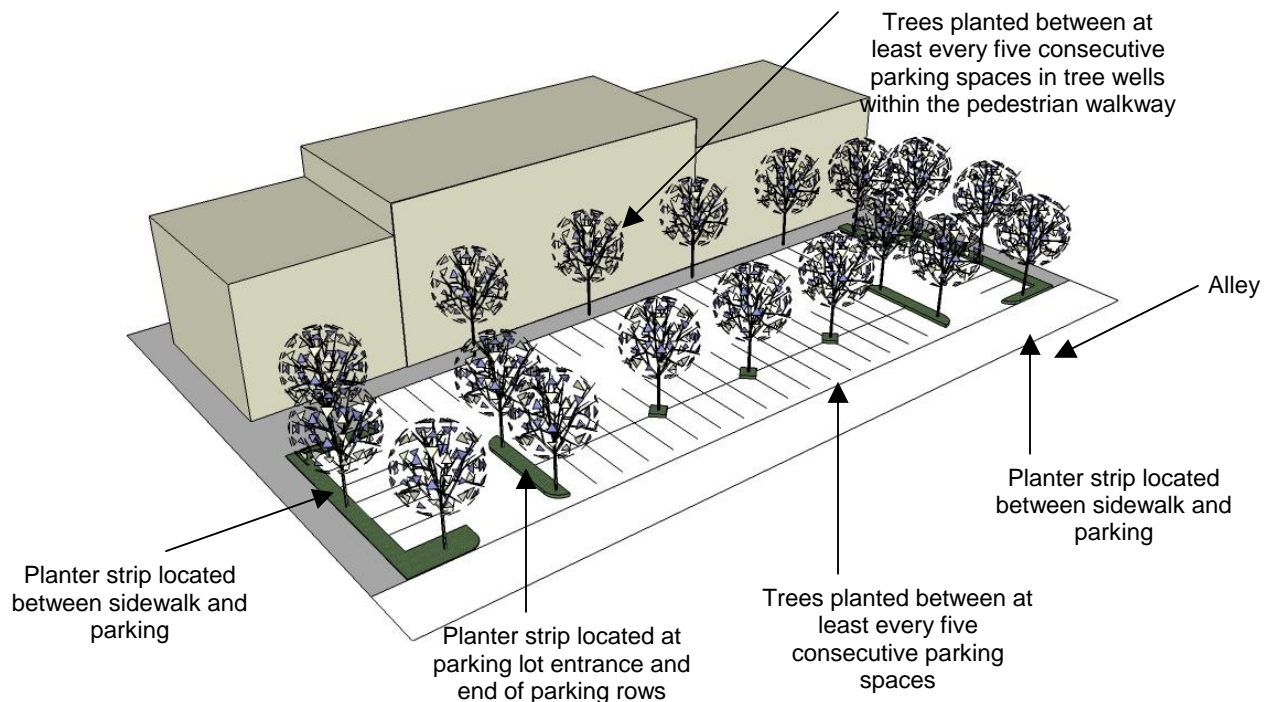
**DR.N-3:** All landscaped areas shall be irrigated with automatic drip irrigation systems and/or sprinkler systems.

**DR.N-4:** All new trees shall have a container size of 15 gallons or larger.

**Parking Lot Regulations:**

**DR.N-5:** All surface parking lots shall be designed with the following landscaping features:

- Landscaped planter strips located between public sidewalks and parking lots, at the end of parking rows, and at entrances to the parking lot. Landscaped planter strips shall be at least five feet wide
- One tree planted in front and/or between every five consecutive parking spaces. Trees may be planted in landscaped strips, tree wells in pedestrian walkways, and/or diamond shaped planter boxes located between parking rows. Diamond-shaped planter boxes and tree wells shall be at least five feet square. Root guards shall be required for trees planted within pedestrian walkways
- Ground cover, low-lying shrubs, and trees shall be planted within the planter strips and planter boxes. Tree grates or landscaping may be used in tree wells located within pedestrian walkways







**DG.N-6:** Special design features should be incorporated into the design of parking lots. Features could include:

- Decorative paving at parking lot entrances and pedestrian walkways
- The use of porous or pervious surfaces in the parking lot design. These surfaces reduce the volume and rate of stormwater runoff and can add to the visual character of the parking lot
- Flowering plants and shrubs
- Granite rocks and granite fence posts

#### General Design Guidelines:

**DG.N-1:** To the extent feasible, existing rock outcroppings and oak trees should be preserved and incorporated into the design of the site.

**DG.N-2:** Granite rock and railroad and quarry artifacts should be incorporated into landscaped areas to highlight Rocklin's unique history and heritage.

**DG.N-3:** Flowerpots and planter boxes are encouraged to add color and variety to the landscape. Flowerpots and planters are encouraged on porches, second-story balconies, and below windows. Flowerpots may also hang from porch overhangs and columns of posts. All flowerpots and planter boxes should be compatible with the architecture style of the building.

**DG.N-4:** Properties should be landscaped with indigenous or drought-tolerant plants that can grow in the climate and rain conditions of Rocklin.

#### Parking Lot Design Guidelines

**DG.N-5:** Berms, landscaping, and decorative walls or fences (no taller than three feet) should be used to screen views of parking lots from public sidewalks. At least five feet of landscaping should be provided between the sidewalk and fence or wall. The landscaped buffer helps to deter graffiti and vandalism.



Appropriate use of granite artifact in landscaping

**O. FENCES, WALLS, AND GATES**Design Regulations:

**DR.O-1:** All fences that occur forward of the front facade shall not exceed a height of 36 inches. Pillars and post may extend an additional 6 inches to a height of 42 inches.

**DR.O-2:** Side and rear yard fences, walls, and hedges shall not exceed a height of 72 inches. Pillars and post for fences and walls may extend an additional 6 inches to a height of 78 inches.

**DR.O-3:** On corner lots, side yard fences or walls adjacent to the sidewalk shall be setback from the property by at least five feet. The setback shall be landscaped to deter graffiti and vandalism on the fence or wall.

**DR.O-4:** The design of fences and walls shall be compatible with the architecture of the building.

Design Guidelines

**DG.O-1:** Fences and walls may be constructed of the following materials:

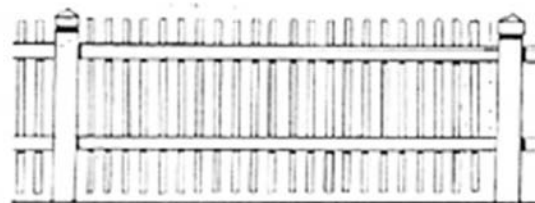
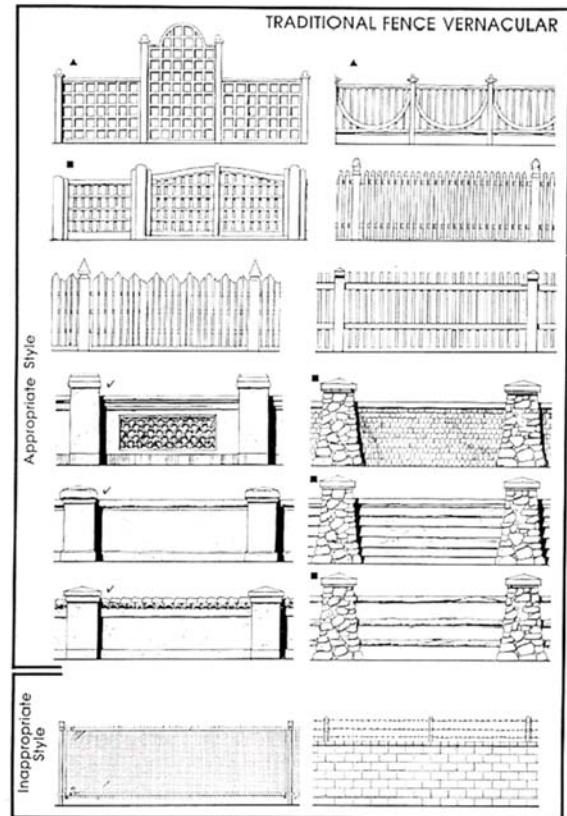
- Termite resistant wood
- Wrought iron
- Concrete masonry
- Brick
- Granite stone
- Granite block or slab (smooth or rough)
- Concrete with stucco
- Other materials of similar quality, durability, and character to those listed above and approved by the City Architect (contract)

**DG.O-2:** Fences and walls should be painted to match or compliment the color of the building. However, walls constructed with brick and stone should not be painted in order to display the natural color of the materials.

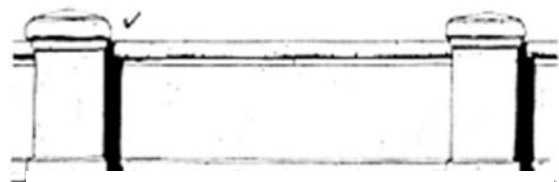
**DG.O-3:** Front yard fences should have an opacity of at least 50 percent. Walls (not including retaining walls for terraces) should be avoided in front yards.

**DG.O-4:** The top two feet of a side or rear yard fence should have opacity of at least 50 percent.

**DG.O-5:** Granite fence posts are encouraged in Downtown, especially in the Southeast Downtown Residential District, the Front Street Historic District, and the Rocklin Road Mixed-Use North District.



Example of a fence with opacity  
(you can see through it)



Example of a fence without opacity (it is solid  
and you cannot see through it)